

## REMARKS

Upon entry of the foregoing amendment, claims 2, 7 and 11-22 will be pending. Claims 2, 7, 12-16 have been amended for clarity. Claims 21 and 22 have been added. Support for the amendments may be found throughout the disclosure of the application, for example, at para. [0008], [0085] and [0086]. Claims 2 and 7 are independent claims.

Claim 20 was added in a reply pursuant to 37 CFR § 1.116 dated April 5, 2010, which was filed with a request for continued examination. As claim 20 is not rejected or objected to in the office action dated June 24, 2010 (“Office Action”), Applicants respectfully request an indication of allowability in the next communication from the Patent Office. Applicants further submit that should claim 20 be rejected in the next office action, *the next office should not be final*.

Claims 2, 7 and 11-19 stand rejected under 35 U.S.C. 103(a) as allegedly being obvious over U.S. Patent Publication No. 2002/0019817 to Matsui et al. (“Matsui”) in view of U.S. Patent Publication No. 2005/0240492 to Grdina et al. (“Grdina”).

The cited references nowhere teach storing first commodity provision information on a *first commodity* and identifying the information disclosing person associated with the first commodity by using a *second commodity different than the first commodity* as a key, as claimed. For example, the claimed system may enable an information searching person such as a desk manufacturer to identify a consumer that is likely to purchase a child’s studying desk by using child’s blanket as a key (Specification, para. [0085] and [0086]). While child’s studying desk and child’s blanket are two different commodities, the claimed system is nonetheless capable of making a connection between the two. This feature enable cross marketing between industries having strong ties with each other (Specification, para. [0085] and [0086]).

Matsui does not address *a specific commodity* being used as a key at all. And, Grdinadoes not disclose identifying a consumer of a *first commodity* by using a *second commodity different than the first commodity* as a key.

Rather, Grdina identifies providers of a commodity by using *the same commodity* as the key. The Grdina system provides information about retailers of a commodity that meet a consumer’s search requirement. For example, a consumer may use the Grdina system for

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information related to purchasing vehicle fuels. The Grdina system uses vehicle fuel as a key to identify retailers, locations and prices of vehicle fuels (Grdina, para. [0031] and FIG. 6). Unlike the claimed identifying a consumer of a *first commodity* by using a *second commodity different than the first commodity* as a key, the Grdina system does not use vehicle fuel as a key to identify car wash services, car dealers, or commodity providers of any other related commodity. Rather, in Grdina, providers of a commodity is identified using *the same commodity* is used as the key.

Accordingly, Applicant respectfully submits that independent claims 2 and 7 patentably define over the asserted references, and that dependent claims 11-22 also patentably define over the asserted references, at least by virtue of their ultimate dependency from patentable independent claims.

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